

## **MARKETING STANDARDS**

### **1. Student will incorporate oral, written, and technical communication skills within the marketing environment.**

#### **Human Resource Foundations: Communication Skills**

- 1.1 Explain the nature of effective communications
- 1.2 Use proper grammar and vocabulary
- 1.3 Explain the nature of effective verbal communications
- 1.4 Address people properly
- 1.5 Handle telephone calls in a businesslike manner
- 1.6 Explain the nature of written communications
- 1.7 Write a business letter
- 1.8 Prepare simple written reports

#### **Human Resource Foundations: Staff**

- 1.9 Follow directions
- 1.10 Explain the nature of staff communications
- 1.11 Explain the use of inter-departmental/company communications

#### **Technology Applications**

- 1.12 Utilize and incorporate in a business environment the following technologies
  - a. word-processing
  - b. e-mail with attachments
  - c. internet
  - d. voice mail
  - e. fax
  - f. digital camera
  - g. scanner

### **2. Student will demonstrate appropriate job acquisition skills beginning with self-assessment and continuing through successful employment.**

#### **Human Resource Foundations: Job Search Skills**

- 2.1 Obtain documents needed for work
- 2.2 Determine job opportunities
- 2.3 Write a letter of application
- 2.4 Prepare a resume
- 2.5 Complete a job application
- 2.6 Interview for a job

#### **Human Resource Foundations: Mathematics: Basic Skills**

- 2.7 Solve addition problems
- 2.8 Solve subtraction problems
- 2.9 Solve multiplication problems
- 2.10 Solve division problems
- 2.11 Solve mathematical problems involving fractions
- 2.12 Solve mathematical problems involving percentages
- 2.13 Read charts and graphs
- 2.14 Solve first-degree algebraic equations

Human Resource Foundations: Self-Development

- 2.15 Explain the concept of self-understanding
- 2.16 Explain the concept of self-esteem
- 2.17 Use the feedback for personal growth
- 2.18 Adjust to change
- 2.19 Set personal goals

Human Resource Foundations: Portfolio

- 2.20 Prepare/create a personal portfolio
- 2.21 Prepare/create an electronic portfolio

Technology Applications

- 2.22 Utilize and incorporate in a business environment the following technologies.
  - a. spreadsheets
  - b. internet
  - c. word-processing
  - d. e-mail
  - e. Career analysis (ie: Choices, Discover)
  - f. Electronic presentation (ie: Multimedia presentations)

**3. Students will develop ethical human relations in the market place.**

Human Resource Foundations: Self-Understanding

- 3.1 Develop personality traits important to business
- 3.2 Maintain appropriate personal appearance
- 3.3 Maintain positive attitude
- 3.4 Demonstrate interest and enthusiasm
- 3.5 Demonstrate responsible behavior
- 3.6 Demonstrate honesty and integrity
- 3.7 Demonstrate orderly and systematic behavior
- 3.8 Demonstrate initiative
- 3.9 Demonstrate self-control
- 3.10 Demonstrate appropriate creativity

Human Resource Foundations: Self-Development

- 3.11 Use time-management principles

Human Resource Foundations: Interpersonal Skills

- 3.12 Treat others fairly at work
- 3.13 Foster positive working relationships
- 3.14 Explain the nature of positive customer/client relations
- 3.15 Handle customer inquiries
- 3.16 Direct customer/client to other locations
- 3.17 Show empathy for others
- 3.18 Use appropriate assertiveness
- 3.19 Handle difficult customers
- 3.20 Interpret business policies to customers/clients
- 3.21 Handle customer/client complaints

Technology Ethics

- 3.22 Understand and utilize ethical procedures in use of internet

**4. Identify and explain the economics and marketing concepts of the free enterprise system in a global market.**

Economic Foundations: Basic Concepts

- 4.1 Explain and analyze the types of economic goods and services.
- 4.2 Explain the concept of economic resources.
- 4.3 Explain the concept of economics and economic activities.
- 4.4 Explain and determine the concept of utility.
- 4.5 Explain and predict the concept of supply and demand.
- 4.6 Explain and incorporate the concept of price.

Economic Foundations: Economic Systems

- 4.7 Examine the types of economic systems
- 4.8 Explain the relationship between government and business.
- 4.9 Explain the concept of private enterprise.
- 4.10 Explain the concept of profit.
- 4.11 Explain and relate the concept of risk.
- 4.12 Explain the concept of competition.

Economic Foundations:

- 4.13 Explain the concept of productivity.
- 4.14 Explain the concept of specialization/division of labor.
- 4.15 Explain the concept of organized labor and business.

Economic Foundations: International Concepts

- 4.16 Explain the nature of international trade
- 4.17 Apply marketing principles to the global marketplace

Marketing and Business Fundamentals: Business Concepts

- 4.18 Explain the nature of business activities.
- 4.19 Explain marketing and its importance
- 4.20 Explain the concept of management
- 4.21 Explain the concept of production
- 4.22 Explain the concept of accounting
- 4.23 Explain the concept of administration
- 4.24 Explain the relationship between business and society
- 4.25 Explain the types of business ownership
- 4.26 Identify and analyze potential enterprises to start within community/area/region/world.

Technology Applications:

- 4.27 Utilize and incorporate in a business environment the following technologies.
  - a. e-commerce
  - b. internet
  - c. e-mail
  - d. spreadsheets

**5. Students will demonstrate marketing skills in operations within the marketing environment.**

Human Resource Foundations: Mathematics: Cashiering Procedures

- 5.1 Make change
- 5.2 Calculate tax, discounts, and miscellaneous charges for purchases

Human Resource Foundations: Mathematics: Financial Measures

- 5.3 Calculate net sales

#### Marketing and Business Fundamentals: Marketing Concepts

- 5.4 Explain marketing functions and related activities
- 5.5 Explain the concept of marketing strategies
- 5.6 Explain the concept of market and market identification
- 5.7 Explain the nature of channels of distribution

#### Marketing and Business Fundamentals: Operational Concepts

- 5.8 Explain the nature and scope of operations
- 5.9 Handle company equipment properly
- 5.10 Operate calculator
- 5.11 Explain functions of business maintenance

#### Distribution: Physical Distribution

- 5.12 Explain the nature and scope of distribution
- 5.13 Explain the receiving process
- 5.14 Maintain inventory levels
- 5.15 Complete inventory counts
- 5.16 Explain the nature of inventory control systems
- 5.17 Explain types of unit inventory control systems
- 5.18 Calculate inventory shrinkage
- 5.19 Maintain unit inventory control systems

#### Financing: Credit

- 5.20 Explain the nature and scope of financing
- 5.21 Explain the purposes, importance and consequences of credit and credit cards usage
- 5.22 Facilitate completion of credit applications
- 5.23 Facilitate completion of business credit applications

#### Pricing

- 5.24 Explain the nature and scope of pricing
- 5.25 Explain factors affecting selling price
- 5.26 Explain the psychological effects of pricing
- 5.27 Calculate break-even point

#### Purchasing

- 5.28 Explain the nature and scope of purchasing
- 5.29 Explain company buying/purchasing policies
- 5.30 Explain the nature of the buying process
- 5.31 Analyze/select appropriate products
- 5.32 Calculate merchandising related discounts
- 5.33 Determine final cost of product to company
- 5.34 Order merchandise
- 5.35 Schedule regular product deliveries

#### Technology Applications

- 5.36 Utilize and incorporate in a business environment the following technologies:
  - a. spreadsheets
  - b. point of sale system
  - c. e-commerce
  - d. credit card machines
  - e. ATM
  - f. Internet banking

**6. Students will analyze, and interpret effective promotional techniques that contribute to successful marketing.**

Promotion: Nature and Scope

- 6.1 Explain the role of promotion
- 6.2 Explain the types of promotion
- 6.3 Explain the concept of promotional mix

Promotion: Advertising

- 6.4 Explain the types of media
- 6.5 Calculate media costs
- 6.6 Select promotional media
- 6.7 Explain parts of a print advertisement
- 6.8 Prepare (print) advertising copy
- 6.9 Check advertising proofs

Promotion: Sales Promotion

- 6.10 Obtain publicity
- 6.11 Explain the nature of company participation in community activities
- 6.12 Write a news release

Promotion: Management

- 6.13 Explain the nature of promotional plan
- 6.14 Select products to promote
- 6.15 Use past advertisements to aid in promotional planning
- 6.16 Coordinate promotional activities
- 6.17 Coordinate promotional and selling activities

Technology Applications

- 6.18 Utilize and incorporate in a business environment the following technologies.
  - a. Digital cameras
  - b. Multimedia presentations
  - c. Desktop publishing
  - d. Internet
- 6.19 Evaluate the effectiveness of web pages

**7. Student will research, demonstrate, and evaluate a variety of selling techniques to satisfy customer wants and needs.**

Selling: Nature and Scope

- 7.1 Explain the purpose and importance of selling
- 7.2 Explain company selling policies

Selling: Understanding Customers/Clients

- 7.3 Address needs of individual personalities
- 7.4 Use buying motives as basis of sales presentation
- 7.5 Facilitate customer buying decisions
- 7.6 Explain key factors in building a clientele

Selling: Process and Techniques

- 7.7 Explain the selling process
- 7.8 Open the sales presentation
- 7.9 Question for information
- 7.10 Prove for information
- 7.11 Suggest product substitutions
- 7.12 Demonstrate product
- 7.13 Demonstrate feature/benefit selling
- 7.14 Handle customer/client objections
- 7.15 Close the sale
- 7.16 Demonstrate suggestion selling
- 7.17 Negotiate selling contract
- 7.18 Sell good/service/idea to individuals
- 7.19 Explain follow-up techniques
- 7.20 Maintain customer cards

Selling: Product Knowledge

- 7.21 Obtain product information from sources on/with the item
- 7.22 Obtain selling information from company promotional material
- 7.23 Explain services and terms being advertised by competitors
- 7.24 Obtain product information from appropriate individuals
- 7.25 Obtain product information from appropriate individuals (management)

Selling: Support Activities

- 7.26 Process telephone orders

Selling: Management of Selling Activities

- 7.27 Explain sales quotes
- 7.28 Prepare sales reports

Technology Applications

- 7.29 Utilize and incorporate in a business environment the following technologies:
  - a. point of sale system
  - b. internet
  - c. shopping channels
  - d. informercials
  - e. database
  - f. multimedia presentations

**8. Students will recognize and/or demonstrate marketing management entrepreneurial skills.**

Human Resource Foundations: Professional Development

- 8.1 Explain the use of trade journals/periodicals
- 8.2 Explain the role of professional/trade organizations
- 8.3 Explain the nature of trade shows

Human Resource Foundations: Management

- 8.4 Orient new employees

Marketing and Business Fundamentals: Management Concepts

- 8.5 Explain the nature of overhead/operating costs
- 8.6 Explain the employee's role in expense control
- 8.7 Identify and understand components of the business plan
- 8.8 Research, develop and write a business plan

#### Marketing-Information Management

- 8.9 Explain the nature and scope of marketing-information management
- 8.10 Explain the nature of marketing research
- 8.11 Describe sources of secondary data
- 8.12 Explain the nature of sales forecasts
- 8.13 Explain the nature of demand analysis

#### Product/Service Planning

- 8.14 Explain the nature and scope of product/service planning
- 8.15 Explain applicable grades and standards
- 8.16 Explain warranties and guarantees
- 8.17 Explain the nature of branding
- 8.18 Explain consumer protection provisions of appropriate agencies
- 8.19 Explain the concept of product mix

#### Risk Management

- 8.20 Explain types of business risk
- 8.21 Explain routine security precautions
- 8.22 Follow safety precautions
- 8.23 Explain procedures for handling accidents

#### Technology Applications

- 8.24 Utilize and incorporate in a business environment the following technologies:
  - a. spreadsheets
  - b. multimedia presentations
  - c. internet
  - d. security camera systems
  - e. database